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**New market groupings based on food consumption patterns**  
Larson, Ronald B  
Agribusiness v20n4 PP: 417-432 Fall 2004  
ISSN: 0742-4477 JRNL CODE: AGR

ABSTRACT: Consumption of different food categories varies across the US. A cluster analysis of 52 markets based on food sales in 62 categories found 11 market groupings with similar consumption patterns. These new market groupings were compared with a cluster analysis based on data from 10 years earlier. Many patterns were similar but a few shifts...

...policy makers should use market groupings based on fairly current data when they examine food demand trends across geographics, test marketing programs, identify opportunities in selected markets, forecast results for regional expansions, or evaluate regional initiative performance.  
(PUBLICATION ABSTRACT)

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00818881 94-68273

**Using group seasonal indices in multi-item short-term forecasting**  
Bunn, Derek W; Vassilopoulos, A I  
International Journal of Forecasting v9n4 PP: 517-526 Dec 1993  
ISSN: 0169-2070 JRNL CODE: IJF

...ABSTRACT: with seasonal patterns of product sales can be categorized into 2 groups: 1. those that forecast the demand for seasonal products by estimating the individual seasonal components for each product, and 2. those...

...proposed for the latter case, based on a synthesis of time-series decomposition techniques and cluster analysis. Some initial experiments on a sample of retail sales data demonstrate its feasibility and give...

...GSI) for multi-item, short-term forecasting would seem to offer some scope for improved forecast performance. ...  
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**Using group seasonal indices in multi-item short-term forecasting**

Bunn, Derek W; Vassilopoulos, A I

International Journal of Forecasting v9n4 PP: 517-526 Dec 1993 ISSN:

0169-2070 JRNL CODE: IJF

DOC TYPE: Journal article LANGUAGE: English LENGTH: 10 Pages

SPECIAL FEATURE: Charts Graphs Equations References

GEOGRAPHIC NAMES: UK

DESCRIPTORS: Comparative analysis; Economic forecasting; Retailing; Cluster analysis; Time series; Applications


CLASSIFICATION CODES: 9175 (CN=Western Europe); 9130

(CN=Experimental/Theoretical); 1130 (CN=Economic theory); 8390

(CN=Retailing industry)

ABSTRACT: Methods for dealing with seasonal patterns of product sales can be categorized into 2 groups: 1. those that forecast the demand for seasonal products by estimating the individual seasonal components for each product, and 2. those that estimate the seasonal component by combining similar products into a product line. An approach is proposed for the latter case, based on a synthesis of time-series decomposition techniques and cluster analysis. Some initial experiments on a sample of retail sales data demonstrate its feasibility and give some comparative insights into this and alternative methods. The use of group seasonal indices (GSI) for multi-item, short-term forecasting would seem to offer some scope for improved forecast performance.

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